

Message Text

UNCLASSIFIED

PAGE 01 SEOUL 02087 151228Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W

-----151245Z 038387 /53

R 150601Z MAR 77

FM AMEMBASSY SEOUL

TO USDOC WASHDC

SECSTATE WASGDC 2652

UNCLAS SEOULL2087

E.O. 11652: N/A

TAGS: BEXP, KS

SUBJECT: PROMOTION PROGRAM: FOREIGN BUYER PROGRAM

REF: STATE 45849

1. WE HAVE REVIEWED AMEMBASSY SEOUL FOREIGN BUYER PROGRAM TO DETERMINE THE IMPACT ON COMMERCIAL OBJECTIVES OF POSSIBLE CURTAILMENT OF PROGRAM.
2. EMBASSY'S FOREIGN BUYER PROGRAM IS RELATIVELY NEW AND AS ACTIVELY PROMOTED 19 SHOWS IN US SINCE FALL 1926. WE HAVE HAD 4 GROUPS ATTEND HSOWS AS DIRECT RESULT OF OUR PROMOTION. CURTAILMENT OF PROGRAM WOULD RESULT IN THE LOSS OF AN OPPORTUNITY TO INCREASE ATTENDANCE BY KOREANS TO MANY U.S. EXPORT PROMOTION SHOWS AT A TIME WHEN THE KOREAN IMPORT POLICY MAY OPEN TO INCREASED IMPORTS.
3. FOREIGN BUYER PROGRAM ACTIVITIES SUCH AS THE UPCOMING KOREAN PURCHASING MILSION WHICH IS DEPENDING ENTIRELY ON FOREIGN BUYER PROGRAM FOR ITINERARY AND ARRANGEMENTS (SEOUL 348) HAVE INDICATED OUR WILLINGNESS TO BECOME THE KEY CONTACT POINT FOR SUCH MISSIONS. ANY CURTAILMENT WHICH WOULD AFFECT SUCH MISSIONS WOULD BE ADVERSE TO OUR COMMERCIAL GOALS, BECAUSE IT WOULD APPEAR WE WERE OFFERING SERVICES WHICH WE COULD NOT SUPPORT. IN THE LONG RUN IT WOULD BE DIFFICULT TO REESTABLISH THE FOREIGN BUYER

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PROGRAM IF, IN ITS INFANCY, WE ABOLISH THE SERVICES WHICH WE ARE ADVERTISING.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 15-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SEOUL02087
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770088-0752
Format: TEL
From: SEOUL
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770358/aaaabywx.tel
Line Count: 58
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 0a1cf8b7-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 45849
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 05-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3102921
Secure: OPEN
Status: NATIVE
Subject: PROMOTION PROGRAM: FOREIGN BUYER PROGRAM
TAGS: BEXP, KS
To: COM STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/0a1cf8b7-c288-dd11-92da-001cc4696bcc
Review Markings:
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